

# A SYSTEM AND METHOD FOR MANAGING AND CONTROLLING ACCOUNTS WITH PROFILE INFORMATION

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## ABSTRACT OF THE INVENTION

The present invention is embodied in a system and method for managing and controlling accounts with generated profile information. The system includes a data generator, a database and a search agent. The data generator generates, collects and processes data about potential buyers and generates customer profiles. Data can be collected and processed by any suitable means for generating profiles, such as a data gathering session. In one example, a potential buyer can be provided with an interactive browsing environment and allowed to select information related to products or services. The search agent is used to create the database, which comprises buyers having organized profiles that define specific criteria. A profile of the buyer can be created by inferring criteria desired by the buyer based on the interactive browsing and the selections made by the buyer. The profile and the inferred criteria can be compared with criteria of the products or services to match specific products or services of subscribing sellers that the buyer has a potential interest in based on the created profile of the buyer.